

Sharyn Munro
Virtual Assistance



**Virtual Assistants - Who, Why, How,
When and Traps to Avoid**

What is a Virtual Assistant

A **virtual assistant** is generally self-employed and provides professional administrative, technical, or creative (social) assistance to clients remotely from a home office.



Time Management



*Efficiency is doing things right;
effectiveness is doing the right things*

Peter Drucker

Administrative Expertise



Customer Service



CUSTOMER SERVICE

We tried offering our customers good service. But that just led to more and more customers, each wanting good service. Well hey, what about OUR needs?

Marketing

Content is King!



Content marketing is the only marketing left
Seth Godin.

Where do I find a VA?

- Networking groups
- Ask your contacts for recommendations
- Virtual Assistant networks
 - A Claytons Secretary <http://vadirectory.net/>
 - Australian Virtual Business Network <http://www.avbn.com.au/>
 - Virtually Yours Virtual Assistant Network <http://www.virtuallyyours.com.au/>
- Google

The End

Without me,
it's just aweso



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